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# Winter Blooming Flowers of Regal Beauty

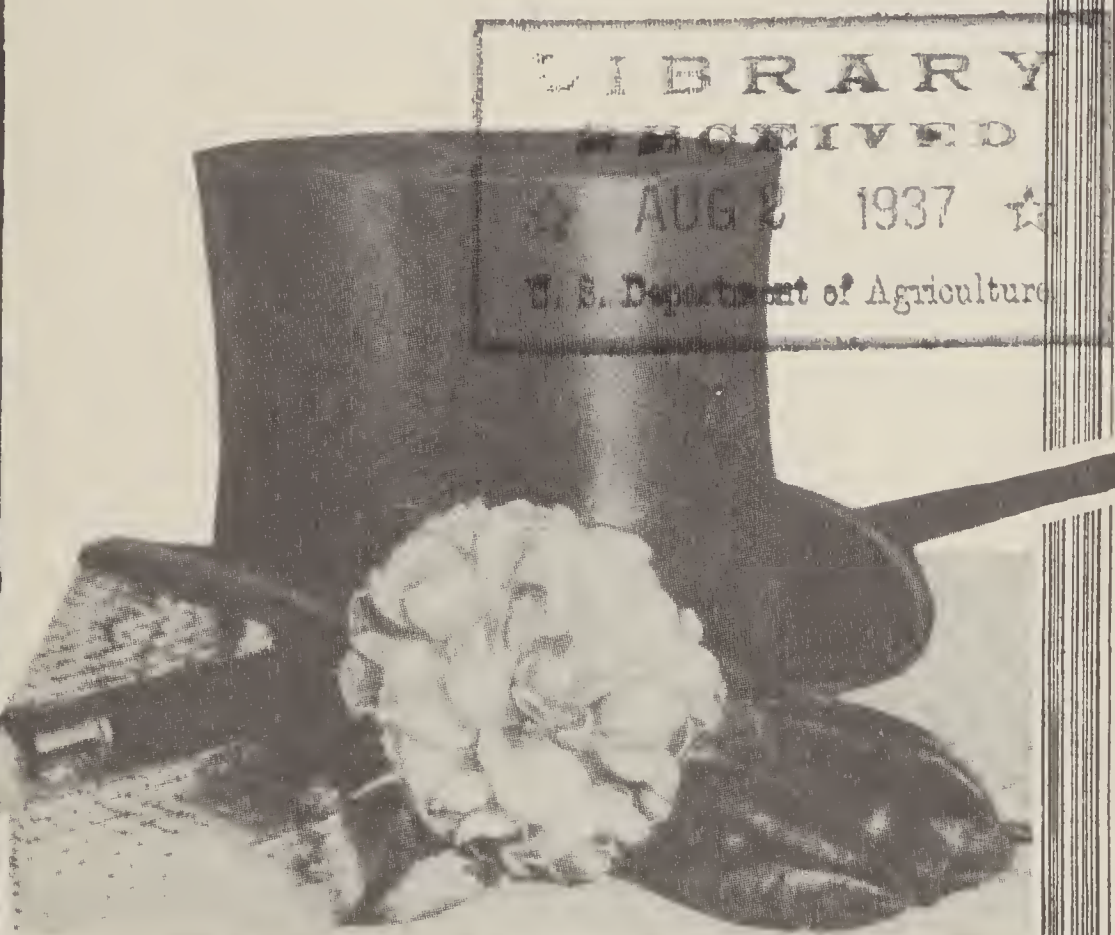
Spring 1937

Retail Price List

No 75

(Mention this list number when ordering)

This list cancels all previous quotations.



Camellia flowers represent a new triumph in a rediscovered aristocrat of Yester-Years. Their beauty, elegance of form, brilliant colors, wealth of entrancing varieties, brings new thrills to flower lovers, as they burst into bloom each winter season.

# "Longview"

## CRICHTON ALABAMA

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

"LONGVIEW" is not connected or affiliated with any other florist or nursery establishment on Moffatt Road, or having same post office address.



# Retail Price List No 75

## Rare and Fancy Camellias

For your convenience, "LONGVIEW" Camellias can now be purchased at retail.

Mail orders for one plant, a small collection, or a car load, are offered to individuals who wish to deal direct with America's leading Camellia grower.

It is impossible to arrive at an adequate conception of the numerous forms and color combinations of Camellias, until you have seen, when in bloom, what is perhaps the world's finest collection at "LONGVIEW".

Many of the self-styled Camellia "experts" who visit here, are bewildered and confounded by the many forms of flowers and color variations.

You will never understand the enthusiasm Camellia fanciers have for "LONGVIEW" plants, until you have actually seen the amazing number of exquisite varieties grown here.

If you are an advanced collector of Camellias, a real connoisseur . . . you owe yourself a trip to "LONGVIEW" when Camellias are in flower, if you seek the ultimate in rare and fine varieties.

Tens of thousands of pot grown Camellias, in the greatest luxuriance, covered with brilliant colored flowers, and beautiful dark green foliage, portrays the richest treat one can imagine. December through March is the peak months of blooms.

Only when you have seen this superb collection, in flower, will you realize why flower lovers and Camellia fanciers are so enthusiastic over the swankiest, "high-hat" flowers of horticulture.

The pleasure of owning fine Camellias is one that grows on you. As a hobby, collecting and growing Camellias brings a lasting joy, new thrills and renewed enthusiasm every winter . . . as each succeeding Camellia bud unfolds its petals and reveals the faultless beauty.

We'd like to describe the many varieties of Camellias grown at "LONGVIEW" . . . to point out the classic simplicity and austere beauty of the hundreds of numerous kinds.

Men and women of means, who have always been able to have what they liked in flowering plants, are choosing "LONGVIEW" Camellias.

They find more pleasure . . . more thrills and delights in growing Camellias than any other species of plants.

In fact, a Camellia owner looks upon his plants with respect. He has a high regard for their distinguished beauty as an evergreen, and their bewitchingly lovely winter blossoms.

Seldom can you find a Camellia owner willing to sell a plant from his cherished collection.

Some day, you will buy Camellias . . . why not get them now and enjoy the thrills of growing the most enticing winter blooming flowers in commerce.

Their ease and economy of culture in a "COOL" greenhouse, or outdoor garden in mild-wintered sections, makes it a delight to own and grow them.

They will prove to be a priceless possession . . . of more than sentimental value . . . you will treasure them because the joy they bring will enrich your life.

Whether you choose one or a dozen of the many varieties from this price list, you will experience a new gratification in growing these masterpieces of horticulture.

Select "LONGVIEW" Camellias with assurance of getting the finest varieties, if you wish to achieve the unusual in growing the most enchanting and captivating winter blooming flowers.

Surely, there's no finer flowers than Camellias . . . and no better Camellias than "LONGVIEW" plants.

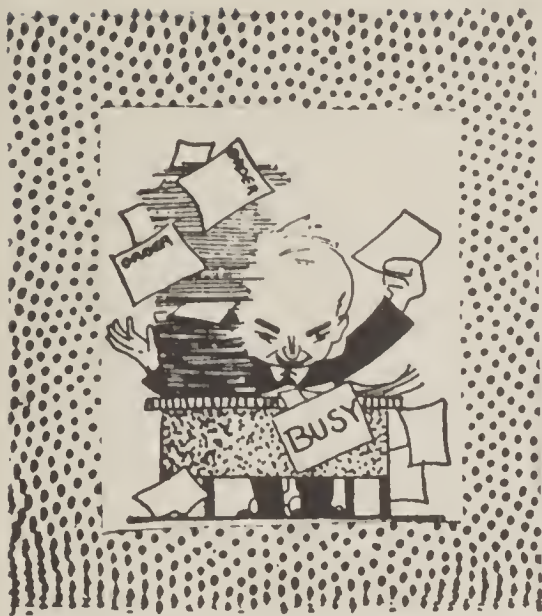
Shipped any month or season, with safety, in the U. S. A. or to oversea customers.

The sun never sets on "LONGVIEW" grown Camellias.

**"LONGVIEW"** ROBT. O. RUBEL, Jr., Prop. **CRICHTON, ALA.**  
*Camellia Specialist*

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# MY APOLOGY,



and Explanation. To you  
who wrote "LONGVIEW"  
and failed to get a prompt  
reply.

Please accept my apology for the apparent neglect.

Here at "LONGVIEW", we do not maintain a highly organized office and sales force.

Growing and selling Camellias by mail has been more of a hobby than a commercial enterprise with the writer.

Universal interest in Camellias, which has been world wide in scope, brings more daily mail than possible to answer promptly.

In addition to the many inquiries received from commercial growers and connoisseurs, the number of daily visitors from out of town, who come to see our Camellias during the flowering season, takes up much of my time.

Every order, regardless of size, the writer personally selects, and attaches a permanent identification copper label. Orders are given precedent over inquiries.

If you write for further information about Camellias, please enclose self addressed, stamped envelope for reply.

**"LONGVIEW"** CRICHTON,  
ALABAMA

Robt. O. Rubel, Jr., Prop.  
*Camellia Specialist*

Andover, Mass., November 27th, 1936.

You certainly attend to business when you get an order. I ordered Camellias from you on Saturday afternoon, and they were delivered to me here Tuesday morning about 10 o'clock.



## IT'S NO TROUBLE TO PICK WINNERS

At Flower Shows from Palm Beach to Boston . . . coast to coast . . . where Longview Camellias have been shown, they have received more ribbons, cups, cash awards, and Certificates of Merit, than all other competitive exhibitors combined.

Longview Camellias have world-wide recognition.

You will find them growing in England, Bermuda, Canada, Hawaii, and far away China.

At the nation's Capital, whether it's an Ambassador's Ball or the elite of Washington's society on parade, Longview grown Camellias are worn in my ladies coiffeur or corsage.

Florists who seek the finest and most profitable varieties of cut flower Camellias, naturally turn to a specialist, where rare and distinctive novelties are grown.

Camellias have been grown at Longview since 1915.

Hundreds of the most choice varieties in commerce are cultivated here . . . rare Camellias that will produce profits for progressive growers.

Every testimonial in this catalogue is from unmasked for letters. Original copies in our file shown on request. Out of deference to our customers, we have not published their names.





### Lot 42

This variety was purchased from a local nursery under the name of WILDER'S ROSE. We find no authority for the correctness of name in any of the old Camellia monographs.

Regardless of the correct horticultural name, it has real merit because of its vigorous growth, free blooming qualities, and beautiful rose form, full double flowers.

While deep rose-pink color predominates, quite a few flowers come with distinct blotches of white varlegations.

Like many other varieties of Camellias, we believe the degree of acidity in a large measure, influences the color value of the flowers.

Blossoms  $2\frac{1}{2}$  to 3 inches across, blooms December thru to March. Symmetrical grower.

Where a glowing warmth of rose-pink, wax-like flowers is desired, much could be said in favor of this fine Camellia.

While sometimes sold as WILDER'S ROSE, it should not be confused with WILDERI, another and distinct horticultural variety.

5" pot—16-18"—each	.....\$2.00
5" pot—18-24"—each	.....\$2.50
5" pot—24-30"—each	.....\$3.00
1-gal.—30-36"—each	.....\$3.50

Montgomery, Ala., October 19th, 1936.

I received the Camellias which I ordered. They were in splendid condition and I appreciate so much your splendid selection and the great degree of care with which they were packed.

Jacksonville, Fla., November 16th, 1936.

You sure sent me a lovely lot of Camellias, and may you have continued success and prosperity you so justly deserve.



## LOT 72, NOBBLISSIMA

This pure white Camellia was introduced to commerce, 1835 (102 years ago).

Blooms freely, December thru February, tolerating wide fluctuation of winter temperature.

Double peony form,  $2\frac{1}{2}$  to 3 inches in diameter, numerous petals, with fully opened flower showing golden anthered stamens among the petals and petaloids.

One of the old but popular named varieties, having flowers free from geometrical stiffness in form.

For many years past, NOBBLISSIMA was the only cut flower on the New York market. It is still grown there and used for corsage purposes.

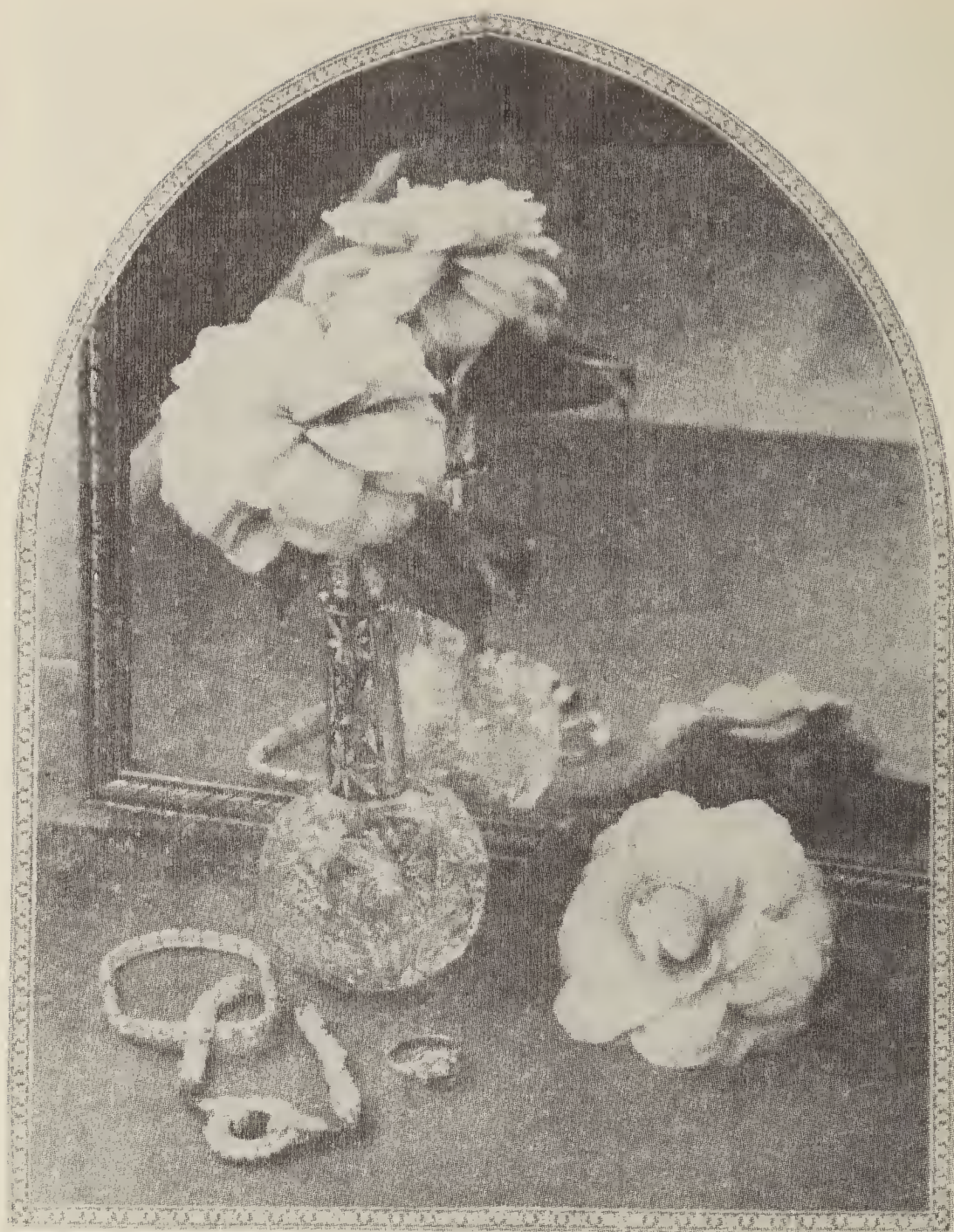
5" pot—18-24" high—4 yr., each .....	\$3.00
1-gal. can—20-24" high—5 yr., each .....	\$3.50
9" pot—28-30" specimen, 7 yr., each .....	\$9.00

JENNINGS, LA.—“Camellias arrived today in perfect condition, each plant a little gem. There is as much difference between your plants and some others we have had as between a discarded flivver and a shining new Cadillac.”

Petersburg, Va., November 19th, 1936.

The Camellia arrived yesterday, a beautiful plant, perfectly packed, as always, in shipments from your good self.





## LOT 7, DOUBLE PINK



Here is a real gem among the finer varieties of Camellias for Southern gardens or conservatory culture.

Full double, formal, wax-like, pure light pink, occasionally showing suffusion of white blotches on a few petals.

Blooms naturally from last of November to March.

Robust, compact grower, with flowers 3 to 3½ inches in diameter. Profuse bloomer after plant reaches seven years of age.

We consider this to be one of the most exquisite and appealing varieties of Camellia in our collection.

5" pot—15-18"—4 yr. old—each .....	\$2.50
1-gal.—18-24"—5 yr. old—each .....	\$4.00
6" pot—24-30"—5 yr. old—each .....	\$4.50
9" pot—28-30"—7 yr. old—each .....	\$10.00

Annapolis, Md., Aug. 30th, 1936.

Both Camellias arrived in excellent condition and are splendid plants. My ALBA PLENA has been a source of great pleasure to us and blooms very well as a house plant.

**"Longview"**  
**CRICHTON**  
**ALABAMA**

**CAMELLIA SPECIALISTS**

ROBT. O. RUBEL, JR., PROP.





## LOT 80, GRAND DUC CONSTANTI.

The charm and chic of this Camellia, with its rich duatone color and color markings, stamp this as one of the fascinating Camellias of alluring daintiness.

Formality in character is portrayed in this variety, which appears to be GRAND DUC CONSTANTI, illustrated and described in Verschaffelts monograph eighty odd years ago. This seems to be an important revival of an old time favorite.

Full double rose form, petals diminishing in size to the center, 3 to 3½ inches in diameter, light rose tint petals penciled with deeper rose. Blooms February and March.

9" pots—6 Yr. old—24-30"—each .....\$ 9.00  
 9" pots—6 Yr. old—30-36"—each .....\$10.00

## ARE YOU FORTUNATE ENOUGH TO OWN A CONSERVATORY?

Camellias represent the most interesting and colorful winter-blooming plants known to commerce.

Beautiful flowers can be had from September to June, by judicious selection of varieties.

Their culture is very simple and economical. A "COOL", moist house, in fall and winter; uniform, moist, acid soil, and PRESTO! What marvelous charm, glamour and thrills one gets, brightening life's aspects during the dull dreary months, with these gems of horticulture.

Owners of good varieties of Camellias, treasure these plants above all other species . . . because of the joy they bring each winter season.







## LOT 32, CONCORDIA

CONCORDIA, described and illustrated in *Verschaffelt Inconographie des Camellia*, many years ago, as an outstanding variety.

Variable in form and color combination: all flowers having an appealing delicate color of rose to pink, with white variegations, and occasional red flowers. Full peony form, with rose structure blossoms sometimes appearing on the plants.

Produces an abundance of beautiful flowers 3 to 3½ inches in diameter, tolerating wide temperature variation in winter months, and blooms freely from Xmas thru February.

5" pots—12-18"—4 yr.—each .....	\$2.50
8" pots—30-36"—6 yr.—each .....	\$4.50
9" pots—36-42"—8 yr.—each .....	\$10.00

HILO, HIWAIL.—“Your Camellias have come in most excellent condition. I wish to thank you for the way in which they were packed. I receive many plants shipped from all over the world in the course of a year but never received a package that reached me in any better condition than your Camellias.”

And a year later, from Hilo, Hawaii we get this statement: “All the Camellias you sent have grown well and I expect more will flower this year.”

“LONGVIEW” ROBT. O. RUBEL, Jr., Prop. CRICTON, ALA  
Camellia Specialist



*Camellias of the informal type, variegated red and white*

Photo by Robert O. Rubel, Jr.



### LOT 29

This illusive variegated Camellia, produces flowers of four or five distinct forms and structure. Even the color, dark-red to deep pink, with white variegations, shows chameleon characteristics.

The flowers are so variable when grown under conditions where the factors of sunlight, temperature, fertility and degree of acidity in soils are different, one can never know from season to season what to expect in color, size, number of petals or form, when the buds unfold.

The graceful informality of these flowers, the ease with which the buds open, in spite of wide temperature changes, marks this Camellia as a worthwhile sort.

Blossoms 3 to 3½ inches in diameter, blooming December to March.

For Southern gardens, its winter hardiness commends liberal planting. As a conservatory variety, its chief interest is the variable forms, sizes and color markings of the many flowers.

1-gal. cans—5 yrs. old—18-24"—each .....	\$2.00
7" pot—6 yrs. old—24-30"—each .....	\$3.00
8" pot—7 yrs. old—30-36"—each .....	\$4.00
9" pot—8 yrs. old—36-42"—each .....	\$5.00

### LOT 13

This is a Camellia difficult of word description.

An exciting and most interesting variety, because of its variable habits in form, structure, size, color markings and interesting pure pink sports occasionally found on blooming plants.

Frequently, seven distinct flowers will be seen on plants three feet or larger, each blossom so different from the other, it is hard to believe all could come from the same plant.

Flowers 3 to 4 inches across; white predominates, with penciling of pink on twisted and curled petals of varying sizes and number, forming flowers of simple singles, semi-doubles and rather full peony types, with golden anthered stamens among the petals.

Truly a charming variety for either Southern gardens or conservatory culture, blooming freely from November to March.

On Jan. 7th, 1931, a New Orleans party bought a "thin" 30-inch plant of this variety, paying \$4.00. Exactly six years later, he advised having sold this same Camellia from his garden for \$50.00. Can you imagine a better investment, during a period of a severe financial depression?

1-gal. cans—15-18"—slightly branched—each .....	\$2.00
1-gal. cans—18-24"—each .....	\$2.50
7" pots—30-36"—6 yr. old—each .....	\$5.00
7" pots—36-42"—6 yr. old—each .....	\$6.00
9" pots—36-42"—9 yr. old—well branched—each .....	\$10.00

We have propagated a few of the pink sport branches under our Lot No. 81. A specimen of this pink beauty will be dedicated to Mrs. T. H. McHatton at the 5th Annual Camellia Show, February, 1937, Columbus, Ga., in honor of Mrs. McHatton's successful and outstanding work as past president of the Garden Clubs of Georgia.

Prices on Lot 81, variety MRS. T. H. McHATTON on application.  
Limited number of plants available.

Macon, Georgia, Dec. 13, 1936.

Shipment of Camellias reached us in good condition, and are really excellent plants.



# RED CAMELLIAS



## LOT 16

There is character and charm that retains fastidiousness and Oriental elegance in this informal variety of Camellia.

For the sake of accuracy, we do not offer it under a horticultural name. In fact, we have been unable to find an authority for the many names it is sold to the trade by various nurseries.

For example, it is frequently offered as CHRISTMAS GLORY, ORIENTALA, ARAJISHI, HONNEUR de AMERIQUE, ROSE EMERY, (sometimes spelled ROSE EMRY). We believe the last two names are corruptions of ROSE ANEMONE.

Most likely ANEMONE OF FLORA RUBRA was the name it was introduced to commerce, many years ago. It is easy to understand the reason a more simple name than the last one has been suggested.

In spite of these aliases, it is a unique variety. Individual flowers vary in form and structure, all of which are worthwhile.

The color of flowers can be changed from deep crimson to rose pink, by simple adjustment of acidity or alkalinity of soil in which they are grown.

The parent plant, grown outdoors in a Southern garden, blooms freely from Christmas thru February, tolerating subfreezing weather with little injury to the flower buds.

We offer small sizes, recently potted, bed grown plants, and larger size, pot grown for the past 8 years.

12-16"—slightly branched—each	.....\$1.50
16-24"—slightly branched—each	.....\$2.00
24-30"—slightly branched—each	.....\$3.00
8-qt. bucket—8 yr. old—30-36"—well branched—each	..\$8.00

Palisades Park, N. J., December 1st, 1936.

You certainly treat your customers well. All my Camellias are in good condition.

Houston, Tex., November 13, 1936.

The Camellias arrived yesterday O. K., got here in perfect condition. I must admit that you did a beautiful job of packing, for the plants, when unpacked, looked like they just came out of your greenhouses.



# CAMELLIAS

## *Winter Blooming Flowers of Regal Beauty*

### Retail List No. 75

### PLEASE NOTE

Many Camellias offered below are described as "budded".

Printer type for this price list was set in September, 1936. Since that date, numerous plants have finished flowering and have no more buds. Others are now in flower.

Late blooming varieties may have a few flowers in April.

DON'T expect flower buds now, on plants of early and mid-season blooming varieties.

All quotations in this list will be withdrawn after June 1, 1937.

Robt. O. Rubel, Jr., Prop.

Feb. 1, 1937.

### "LONGVIEW" CRICHTON, ALA.

CAMELLIAS ILLUSTRATED IN 2nd Edition 1933 Catalogue

## LOT 1, SARAH FROST

	Each
5" pot, 3 Yr. old, 10-12" high, slightly branched .....	\$ .90
1-gal. can, 4 Yr. old, 12-15" high, branched .....	1.75
1-gal. can, 4 Yr. old, 15-18" high, branched .....	2.25
1-gal. can, 6 Yr. old, 30-36" high, branched and budded .....	5.00
9" pot, 6 Yr. old, 36-42" high, branched and budded .....	6.50
9" pot, 8 Yr. old, 42-48" high, branched and budded .....	8.00

## LOT 6, ALBA PLENA

3" pot, 2 Yr. old, 10-12" high, single stem .....	\$ 1.00
4" pot, 3 Yr. old, 12-15" high, single stem .....	2.00
5" pot, 4 Yr. old, 15-18" high, slightly branched .....	3.00
5" pot, 4 Yr. old, 18-24" high, well branched .....	4.00
9" pot, 6 Yr. old, 24-30" high, branched, few buds .....	7.00
9" pot, 6 Yr. old, 30-36" high, well branched, budded .....	8.00
5" pot, 7 Yr. old, 30-36" high, Specimen, well budded .....	10.00
9" pot, 8 Yr. old, 36-42" high, Specimen, well budded .....	12.00

## LOT 9, CHANDLERII

3" pot, 2 Yr. old, 8-10" high, single stem .....	\$1.00
6" pot, 5 Yr. old, 15-18" high, branched, few buds .....	3.00

## LOT 10, CHEERFUL

1-gal. cans. 6 Yr. old, 24-30" high, branched .....	\$ 4.00
9" pot, 8 Yr. old, 36-42" high, well branched and budded .....	14.00
10" pot, 9 Yr. old, 42-48" high, well branched and budded .....	15.00

## LOT 14, ANNA ZUCCHINI

7" pot, 6 Yr. old, 30-36" high, branched .....	\$ 5.00
9" pot, 6 Yr. old, 36-42" high branched .....	8.00
9" pot, 8 Yr. old, 36-42" high, branched .....	10.00

## LOT 15, PROF. CHAS. S. SARGENT

9" pot, 7 Yr. old, 24-30" high, well branched .....	\$ 5.00
9" pot, 8 Yr. old, 30-36" high, well branched and budded .....	6.50
9" pot, 8 Yr. old, 36-42" high, well branched and budded .....	8.00
9" pot, 8 Yr. old, 42-48" high, well branched and budded .....	9.00

Sea View, Somerset, Bermuda, Dec. 8th, 1936.

The case of Camellias arrived Monday—five days on the way. The plants are all in fine condition and I am delighted with them.

# **"Longview"**

**Crichton,**

**Robt. O. Rubel, Jr., Prop.**

**Alabama**

## **LOT 18, SEMI-DBLE. RED, (name unknown)**

8" pot, 6 Yr. old, 18-24" high, well branched and budded .....\$ 3.00

## **LOT 21, HERME**

5" pot, 4 Yr. old, 18-20" high, slightly branched .....\$ 1.50

5" pot, 4 Yr. old, 24-30" high, slightly branched ..... 2.50

1-gal. can, 5 Yr. old, 24-30" high, branched ..... 2.50

6" pot, 5 Yr. old, 30-36" high, branched ..... 3.00

7" pot, 6 Yr. old, 30-36" high, well branched ..... 3.50

9" pot, 7 Yr. old, 30-36" high, well branched ..... 5.00

## **LOT 25, MATHOTIANA ALBA**

1-gal. can, 5 Yr. old, 30-36" high, branched, budded .....\$ 5.00

9" pot, 6 Yr. old, 36-42" high, branched, budded ..... 8.00

9" pot, 7 Yr. old, 42-48" high, branched, budded ..... 10.00

## **LOT 28, PINK PERFECTION**

4" pot, 2½ Yr. old, 12" high, slightly branched .....\$ 1.50

4" pot, 3 Yr. old, 15-18" high, slightly branched ..... 2.50

5" pot, 4 Yr. old, 18-24" high, slightly branched ..... 3.50

## **LOT 37, LADY HUME'S BLUSH (Genuine)**

Only a few plants available. Priced on application.

## **LOT 41, CANDIDESSIMA**

3" pot, 2 Yr. old, 8-10" high, single stem .....\$ 1.00

5" pot, 4 Yr. old, 12-15" high, branched ..... 3.00

1-gal. cans, 5 Yr. old, 18-20" high, branched ..... 4.50

9" pot, 7 Yr. old, 36-42" slightly branched, budded ..... 10.00

## **LOT 44, DOUBLE DEEP PINK**

8" pot, 6 Yr. old, 30-36" high, well branched and budded .....\$ 3.00

## **LOT 50, SNOW ON MOUNTAIN**

4" pot, 3 Yr. old, 12-18" high, slightly branched, budded .....\$ 1.50

5" pot, 4 Yr. old, 18-24" high, slightly branched, budded ..... 2.50

1-gal. can, 5 Yr. old, 24-30" high, branched and budded ..... 3.50

7" pot, 6 Yr. old, 30-36" high, branched and budded ..... 5.00

## **LOT 53, COMPT d'GOMER**

1-gal. can, 5 Yr. old, 18-20" high, branched .....\$ 2.00

9" pot, 8 Yr. old, 20-24" high, well branched, budded ..... 4.00

9" pot, 8 Yr. old, 24-30" high, well branched, budded ..... 5.00

## **LOT 56, DOUBLE PEONY PINK**

1-gal. can, 5 Yr. old, 18-24" high, slightly branched .....\$ 3.00

1-gal. can, 5 Yr. old, 24-30" high, slightly branched ..... 4.00

9" pot, 8 Yr. old, 30-36" high, branched and budded ..... 8.00

9" pot, 8 Yr. old, 36-48" high, branched and budded ..... 14.00

## **LOT 87, SOPHIA**

5" pot, 4 Yr. old, 12-15" high, single stem .....\$ 1.75

5" pot, 4 Yr. old, 15-18" high, single stem ..... 2.00

5" pot, 4 Yr. old, 18-24" high, slightly branched ..... 2.50

5" pot, 4 Yr. old, 24-30" high, slightly branched ..... 3.00

## **LOT 91, DOUBLE ROSE PINK**

9" pot, 7 Yr. old, 24-30" high, well branched, budded .....\$ 8.00

9" pot, 8 Yr. old, 30-36" high, well branched, budded ..... 10.00

**All plants Lot 47 and 54 SOLD**

Boulder, Colo., Nov. 5, 1936.  
The Camellias arrived in fine shape.

Baton Rouge, La., October 21st, 1936.  
Permit me to thank you for the manner in which you filled my recent order for Camellias. These plants came in fine condition.





## Camellias Not Illustrated

Here at "LONGVIEW", we have many extra fine Camellias never before catalogued or offered for sale.

For brief description, classified by color and size, we offer a few plants this Spring.

You can buy them with confidence. They will be true to name or representation.

"LONGVIEW" Camellias are "GOOD" Camellias.

The satisfaction and joy they have brought numerous buyers from the Orient to England, is expressed in many spontaneous letters we have received.

Good Camellias calls neither for apology nor complaint. "LONGVIEW" Camellias represent those distinctive varieties of stimulating glamor . . . flowering profusely during the bleak winter months . . . when their radiant exotic beauty appeals to every lover of rare and choice flowers.

In growing Camellias, nature outdoes herself in a grand display of countless colors, forms and color combinations.

Bring new charm and enchantment to your garden or conservatory, by adding some of America's finest prize-winning Camellias to your collection.

They will prove to be your most prized plant possession . . . a superb spectacle to feast one's eyes on when in full bloom.

## RED CAMELLIAS

### LOT 5

CARNEA, Illustrated in color and described in BOTANICAL CABINET Feb., 1821, as having been introduced to Europe about 1807. Copy of this book at "LONGVIEW". Described as follows:

"In different soils and under different management, it is subject to vary a good deal, both in leaf and flower, on which account much confusion arose while the plant was imperfectly known, and it was called in different collections by a variety of names", etc . . . "Many thought each of these a different kind, until at length, when they flowered, they were undeceived by their all proving the same."

Red is the predominating color, variable, however, as growers found out more than 100 years ago. Desirable as Southern garden ornamental.

5" pot—12-16"—each	.....\$1.25
5" pot—16-18"—each	.....\$1.50
1-gal. can—18-24"—each	.....\$2.00

### LOT 31

Full double red, excellent form, robust habit and a worth-while flower for conservatory, garden or florist to grow.

9" pot—8 yr. old—30-36" specimen—each	.....\$10.00
13" pot—9 yr. old—36-42" specimen—each	.....\$12.00
13" pot—9 yr. old—42-48" specimen—each	.....\$15.00

### LOT 51

Name unknown. Form similar to CHANDLERII, but flowers are red, straggly grower in juvenile stage, making compact specimens as they become older.

6" pot—5 yr. old—12-16"—each	.....\$1.25
1-gal. can—6 yr. old—12-18"—each	.....\$1.50
1-gal can—6 yr. old—18-24"—each	.....\$2.00

### LOT 67

Name unknown, Rose-red, double, formal type flower. Parent plant has grown in southern nursery for more than 50 years.

9" pot—24-30"—well branched—each	.....\$3.00
9" pot—30-36"—well branched—each	.....\$4.00
9" pot—42-54"—well branched—each	.....5.00

Westways Farm, Chobham, Surrey, England. 5th June 1936.  
The Camellias arrived in perfect condition—not even a single leaf damaged. These have come so well, that I would like to order others.

# VARIEGATED

# CAMELLIAS

## LOT 45

MONARCH, described and illustrated in May, 1842 issue FLORISTS' JOURNAL as a distinct deep red, with white variegations. Local nurserymen sell pink variety as MONARCH but have no authority for the correctness of their name.

Limited number of well branched plants of this large loose peony type flower are offered at most reasonable prices.

8-qt. bucket—24" high—each .....\$6.00

## LOT 52

Variously sold by southern nurserymen under name of MAID OF ORLEANS, AMERICANA and COUNTESS OF OKNEY. These same nurserymen will continue changing the name from year to year if they expect to get additional sales. A beautiful flower, "if and when" the buds open fully. Sets numerous flower buds, few of which open satisfactorily. To buyers who wish to take a chance, we offer nice plants at most reasonable prices. The low cost is their best recommendation, however.

We bought this stock from a nearby nursery a few years ago, on their advice that it was one of the finest Camellias they had seen.

4" pot—12-16"—each .....\$ .60  
5" pot—16-24"—each .....\$1.25  
1-gal. Can—24-30"—each .....\$1.50  
1-gal. Can—30-36"—each .....\$2.00  
8" pot—30-36"—well branched—each .....\$2.50  
8" pot—36-42"—well branched—each .....\$3.00

## LOT 59

Variously offered as FANNY BASIL, FANNY BOLIS, GIGANTEA and other names which we have been unable to find an authority for.

Admired by all who like large, semi-double flower having brush of stamens in center. Very ornamental and effective in landscape planting, equally desirable for conservatory culture where size in flowers is craved.

3" pot—8-10"—2 yr.—each .....\$ .90  
4" pot—12-16"—3 yr.—each .....\$1.50  
1-gal. can—18-24"—5 yr.—each .....\$4.00

## LOT 61

TRICOLOR de SIEBOLD, introduced from the Orient in 1829 to Europe, this semi-double Camellia has remained popular in commerce for more than 100 years as a garden variety. Also makes a distinctive conservatory plant, because of its free blooming qualities, and showy flowers. Sold sometimes under name of QUARTET. A name recently applied by one nurseryman who claims to be the greatest American authority on names of Camellias. True enough, the plants frequently produce four distinct types of flowers as far as color and color markings are concerned, yet the number of petals, form, structure and size remains the same. The latter name only adds to the present-day confusion of Camellia nomenclature.

5" pot—12-16"—branched—each .....\$1.50  
1-gal. can—16-20"—each .....\$2.25  
9" pot—24-30"—specimens—each .....\$4.00

## LOT 75

C. Sasanqua, red and white variegated, semi-double that makes a most colorful display on specimen plants. Blooms from September thru January. A brilliant ornamental of worth for landscape use where color and life is wanted thru the winter months. Fragrant, free blooming, vigorous, with flowers 2½ to 3 inches in diameter of 15 to 17 petals and petaloids. Desirable also for conservatory collections.

5" pots—24" high—each .....\$5.00

## LOT 98

LA PEPPERMINT. At least, that is the name under which the original stock was imported from France more than 20 years ago. The name is well adapted to a double flower variety of the formal type that typifies the old-fashioned peppermint stick candy in color combinations. Plants produce rose colored sports.

As a florists cut flower, garden variety, or for conservatory culture, it brings charm and brilliancy to the atmosphere when it flowers. We have a limited stock, offered at a most reasonable price, considering the age of the plants.

8-qt. bkts.—24" hgh—heavily branched—each .....\$10.00

Bryn Mawr, Penna., December 16, 1936.

The Camellias came in excellent condition and have rewarded me by coming in to bloom at once. They are truly lovely.



# PINK AND ROSE CAMELLIAS

## LOT 11

Name unknown, brilliant rose pink semi-double, blooms sometimes single, 2½ to 3 inches across. Flowers in February and March. Nice for landscape or garden use in South.

1-gal.—42"—well branched—each .....\$5.00

## LOT 35

Name unknown. Large flower pink, variable from simple single to heavy peony type. One of the most robust growers, making compact upright specimens producing an abundance of colorful flowers in January thru March.

9" pot—30-36"—6 yr. old—each .....\$3.50  
 9" pot—36-42"—each .....\$4.00  
 9" pot—42-48"—each .....\$4.50  
 9" pot—48-54"—each .....\$5.00

## LOT 36

Name unknown. Large semi-double bright rose-red flowers, 4 inches across. Very ornamental for southern gardens on account of the numerous brilliant flowers.

5" pots—16-18"—each .....\$1.50  
 1-gal. can—18-24"—each .....\$2.00

## LOT 74

Orchid pink, C. Sasanqua, flowers 4 inches diameter, 5 to 7 petals, fragrant, blooms September thru to January. An outstanding novelty of delicate beauty, worthy of space in every collection of Camellias.

5" pot—24-30"—4 yr. old—each .....\$5.00



## LOT 81

MRS. T. H. McHATTON, a soft shade of pink, new "LONGVIEW" introduction of real merit. To be illustrated and fully described in our Fall, 1937, Camellia catalogue. In meantime, a few plants are available. Price on application.

Thomasville, Ga., December 22nd, 1936.  
 The Camellias were received this morning, and the plants are very beautiful. Appreciate the attention you gave selection.





## LOT 23

For a novelty of regal beauty, this variegated rose-pink and white Camellia will appeal to the most fastidious Camellia lover.

The precise arrangement of the petals, reflect the utmost dignity and atmosphere of refinement. It will appeal to those flower lovers who admire formality in character, with color variations, as portrayed in this Camellia.

Occasionally, solid rose-pink flowers are produced along with the variegated blossoms.

Wherever these flowers are displayed, they are generally admired and appreciated. Plants of this variety will prove a valuable acquisition to every Southern garden or conservatory.

Flowers full double, 2½ to 3 inches across, compact habit of growth, blooming freely January thru March.

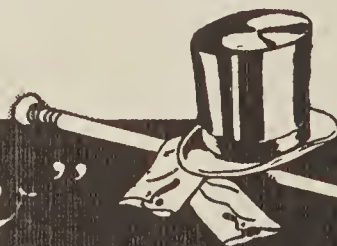
5" pot—4 yr. old—16-18"—each .....\$3.25

6" pot—5 yr. old—18-24"—each .....\$4.00

KOCHOW, KWONGTUNG, CHINA.—“I am enclosing order for Camellias. They are great favorites with the Chinese who raise them in pots, even plants five and six feet high. In this locality I have noticed only several varieties, but I was in one garden near here, when the plants were not in bloom, and there were more than a hundred plants of all sizes.

A year later this same customer in China writes: “The Camellias I ordered from you before I left here came while I way away and two of them bloomed this season.

I have been around to several gardens. They, of course, grow everything in pots. Camellias are favorite flowers with the Chinese, and even the elegant gentlemen, who ordinarily would not soil his hands with anything like labor will take care of a Camellia plant.”



*“Longview”*

*Crichton, Ala.*



## CAMELLIA SASANQUAS

See descriptions of Lot 74 under PINK CAMELLIAS page 15, and VARIEGATED CAMELLIAS page 14, Lot 75, for other Camellia sasanquas.

### LOT 114

CAMELLIA sasanqua, single white, faint pink tint on outer edge of petals. Fragrant, blooms October thru December.

8" pots—42-52"—branched—each .....\$5.00<sup>4</sup>

9" pots—52-60"—branched—each .....\$6.00

### LOT 115

CAMELLIA SASANQUA, single pink, fragrant, form or Cherokee rose. Blooms October thru December.

8" pots—24-36"—branched—each .....\$4.00



**TERMS:** Credit accounts not solicited, but arrangements can be made for the purchase on open account where orders for \$100.00 or more are involved.

All prices are net, f.o.b. Mobile, Ala.

Send deposit of 25% with order, balance C.O.D.

Orders accompanied with full remittance, will be carefully packed in light veneer cases, protected from sub-freezing weather at **NO CHARGE FOR PACKING.**

Prices in previous lists are withdrawn, due to increased size and age of plants offered. Please do not order from old lists.

For detailed descriptions and illustrations of the Camellias offered in this list see our catalogue, entitled:

**CAMELLIAS**  
Aristocrats Since Yester-Years.

This is only a partial list of the numerous varieties of Camellias grown at LONGVIEW. Additional offerings will be published in the future. If interested in Camellias mail a post card with your name and address written plainly, asking for "Additional Camellia Lists, as published."

Our Camellias are pot grown. They can be shipped or transplanted any month of the year with safety, and bloom freely because the roots are not disturbed as in the case of field grown plants.

In comparing prices, note these facts: we designate size of pot, age of plants, average height, character of growth. Nothing is left to your imagination.

It pays to select the larger or older plants, since Camellias should not be allowed to bloom until five or more years old. Then, too, older plants establish themselves more quickly, requiring less cultural attention the first season.

**MAKE REMITTANCES PAYABLE TO**



Photographs, descriptions and design of this Price List, by Robt. O. Rubel, Jr., Camellia Specialist, Crichton, Ala.

Chesterland, Ohio, January 27th, 1926. (11 years ago.)

Received the Camellias in perfect condition and I am very much pleased with them.

## WHO KNOWS THE CORRECT HORTICULTURAL NAMES OF CAMELLIAS?

Numerous Camellia collectors have been innocent victims, buying Camellias with high-sounding names . . . only to learn when they bloomed, the name was not correct. For example, various nurseries sell one strikingly beautiful semi-double Camellia under the following names, in different parts of the country.

AUGUSTA DELPHONSE, JORDAN'S PRIDE, GUICHARD SOEURS, HERME, HIKARI GENGI, JENNY LIND, MERCEDES, PRINCE ALBERT, ALBERTUS, and GIARDINO FRANCHETTI.

Thousands of Camellia plants shipped from nurseries in this neighborhood, sold under the name of MRS. ABBY WILDER, are gross misrepresentations, nothing like the genuine, well known, original introduction MRS. ABBY WILDER as illustrated in 1847 by Marshall P. Wilder who introduced it. Also illustrated in 1848 and 1853 VERSCHAFFELT monographs, as well as the late Standard Cyclopedia of Horticulture by Bailey, and Halliday's Practical Camellia Culture 1880. The ABBY WILDER sold today by all nurseries is described as "peony form, white, or pink, with rose stripes".

Wilder described this introduction as: "Full double, rose form, with petals gradually diminishing in size to the center, arranged with great regularity; color azure white, with an occasional suffusion of light rose".

Further proof of confusion in horticultural names of Camellias is readily apparent, by comparing any two or more catalogues listing even a few sorts of Camellias. One can't help but note the corruption in spelling of names. This might be overlooked if one had assurance of getting stock true to description, color, form and structure of flowers.

We could cite Camellia after Camellia, sold under two to five aliases. Is it any wonder, the uninitiated collectors experience so much grief in their attempt to get Camellias true to name, when nurserymen who propagate and sell them know so little about these plants?

Here at "LONGVIEW", we have a six-foot fireproof safe, filled with more than 100 old books on Camellias. They are printed in Latin, Italian, French, German and English. Most of these old tomes were published 90 or more years ago. The oldest is dated 1784.

All "LONGVIEW" Camellias are sold by a Lot Number. Horticultural names are mentioned only when we have more than "hear-say authority for the names.

To the careful buyer, who wants to be sure of getting Camellias true to description, and the finest varieties . . . different from nursery-run, there is but one choice.

To avoid this disappointment, come to a specialist, where growing Camellias receive our entire attention.

For more than 20 years, Camellias have been grown at "LONGVIEW".

It is with assurance you get GOOD VALUES, in the RIGHT VARIETIES here.

CAMELLIAS FROM "LONGVIEW" WILL SATISFY YOU.

There is unmistakable evidence of satisfaction, in the large number of unasked for letters we receive from our customers in the United States, as well as all over the world.

DON'T BE MISLED BY HIGH SOUNDING NAMES WHEN BUYING CAMELLIAS.

The question to ask is, who is the authority for the name?

And bear this in mind. Nearly all authoritative literature on Camellias was published prior to 1860.

ORLANDO, FLA.—"Shipment of Camellia japonica plants arrived in the most superb condition. I have purchased lots of shrubbery, but never before have I obtained any plants selected, packed and shipped with such art. The joy which my family and I experienced when the shipment was opened was worth the entire cost."



# Retail Price List

## No 75

(Be sure to mention this number when ordering)

Prices in previous lists are withdrawn, due to increased size and age of plants offered. Please do not order from old lists.

This is only a partial list of the numerous varieties of Camellias grown at LONGVIEW. Additional offerings will be published in the future. If interested in Camellias mail a post card with your name and address written plainly, asking for "Additional Camellia Lists, as published."

Our Camellias are pot grown. They can be shipped or transplanted any month of the year with safety, and bloom freely because the roots are not disturbed as in the case of field grown plants.

In comparing prices, note these facts: we designate size of pot, age of plants, average height, character of growth. Nothing is left to your imagination.

It pays to select the larger or older plants, since Camellias should not be allowed to bloom until five or more years old. Then, too, older plants establish themselves more quickly, requiring less cultural attention the first season.



It is with assurance you can buy "Longview" Camellias. The embossed copper label attached to each plant, with a flexible, seven strand, genuine Monel metal wire cable, is a permanent record and means of identification.

It will serve future generations as a guide for correct identification of each Camellia.

For your protection against substitution, this label represents authority . . . authenticity . . . accuracy as to catalogue description or name, as found in "Longview" literature.

Let this symbol of permanent identification, backed by a reputation in which you can have full confidence, guide you in buying Camellias.

After all, "Longview" leadership in the propagation of fine Camellias, is nationally recognized.

Inevitably, you will buy Camellias . . . and when you do . . . choose "Longview" Camellias, the natural choice of those who have had an opportunity to see the unusually fine plants grown by America's leading specialist.

Just as diamonds are outstanding among stones, "Longview" Camellias are brilliant examples of the best Camellias in America.

Avoid disappointment by selecting Camellias from "Longview."

## OUR GUARANTEE

### WE GUARANTEE:

Safe delivery by express, to any state in the union.

### WE GUARANTEE:

Each plant free from injurious insect pests and disease.

### WE GUARANTEE:

All LONGVIEW Camellias true to name or description, age and grade ordered. Our liability under the foregoing is limited in amount to the original price received.

### WE GUARANTEE:

You can not find a larger collection of fine commercial double flowering Camellias anywhere in the entire United States.

Mail all orders to

# LONGVIEW" CRICHTON, ALA.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist



## EXPRESS RATES ON CAMELLIAS

EXPRESS RATE per 100 pounds on Camellias from Mobile to	
Atlanta, Ga. ....	\$1.99
Baltimore, Md. ....	\$3.41
Boston, Mass. ....	\$4.31
Chicago, Ill. ....	\$3.04
Cleveland, Ohio ....	\$3.30
Detroit, Mich. ....	\$3.19
Houston, Texas ....	\$2.55
Jacksonville, Fla. ....	\$2.29
Los Angeles, Calif. ....	\$7.01
Milwaukee, Wis. ....	\$3.15
Minneapolis, Minn. ....	\$3.86
New York City, N. Y. ....	\$3.79
Norfolk, Va. ....	\$3.26
St. Louis, Mo. ....	\$2.74
Seattle, Wash. ....	\$9.04
"LONGVIEW" Camellias can be shipped and transplanted	
any month of the year, because they are established pot	
grown stock.	

**TRANSPORTATION:** Pot grown Camellias are shipped most satisfactorily by express, with delivery to your door at low cost, because they are handled at 2nd class rate.

**WEIGHTS:** You can estimate the approximate weight of your order from the following average weights of Camellias in the various sizes listed below:

4"	Pots	---	3 yr. old	-----	2 1/4	pounds
5"	Pots	---	4 yr. old	-----	4	pounds
6"	Pots	---	5 yr. old	-----	6	pounds
1	Gal. Cans	5	or 6 yr. old	-----	8	pounds
7"	Pots	---	6 yr. old	-----	10	pounds
8 1/2"	Pots	---	7 or 8 yr. old	-----	17	pounds
9"	Pots	---	7 or 8 yr. old	-----	19	pounds

Add 20 to 25% for weight of crate.

*Cultural Bulletin accompanies each order.*

## CAMELLIA CULTURE UNDER GLASS FOR FLORISTS

POCKET EDITION, 5 1/2 x 8 1/4, 48 PAGES ILLUSTRATED

**JUST PUBLISHED!**

Heretofore, no authentic cultural literature has been available to the average grower.

This is the first booklet of its kind, since PRACTICAL CAMELLIA CULTURE was published in Baltimore by Robt. J. Halliday, 1880.

Illustrated text, written so you can understand it, by Robt. O. Rubel, Jr., a Camellia grower since 1915.

Offered at a nominal sum of 50c for the regular edition. Deluxe Edition, lithographed on finer grade paper, \$1.00 postpaid.

## ORDER TODAY

Limited edition, privately published.

We are sure there won't be enough copies to supply the immediate demand.

Mail all orders to

# "Longview"

## CRICHTON ALABAMA

Robt. O. Rubel, Jr., Prop.  
Camellia Specialist

